



USAID | **ZAMBIA**
FROM THE AMERICAN PEOPLE

COMMUNICATIONS SUPPORT FOR HEALTH PROGRAM (CSH)

SECOND QUARTERLY REPORT
OCTOBER – DECEMBER 2010

Contract No. GHS-I-007-00004-00; Order No. GHS-I-05-07-00004

January 2011

This publication was produced for review by the United States Agency for International Development. It was prepared by Chemonics International. The Communications Support for Health Program is funded by USAID's Indefinite Quantity Technical Assistance and Support Contract, Task Order GHS-I-05-07-00004, Contract No. GHS-I-007-00004-00 implemented by Chemonics International in association with ICF MACRO and the Manoff Group.

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

Contents

Executive Summary	1
Project Background.....	1
Project Accomplishments	2
IR 1. National Health Communications Campaigns Strengthened	2
IR 2. GRZ Use of Evidence-Based Health Communications Approaches Increased.	4
IR 3. Local Capacity to Support Sustained Implementation of IEC/BCC Activities Strengthened.....	4
IR 4. Coordination of IEC/BCC Activities between USAID Projects Increased.....	6
Operations and Administration	7
Organizational Chart.....	8
Financial Reporting.....	9

Acronyms

BCC	Behavior Change Communication
CHAMP	Comprehensive HIV AIDS Management Program
COMPACT	Community Mobilization for Preventive Action project
CSH	Communications Support for Health
GDA	Global Development Alliance
GRZ	Government of the Republic of Zambia
HCRC	Health Communication Resource Center
IEC	Information, Education and Communication
ITN	Insecticide-treated nets
IYCN	Infant and Young Child Nutrition
M&E	Monitoring and Evaluation
MCP	Multiple and concurrent sexual partnerships
MDG	Millennium Development Goals
MOH	Ministry of Health
MNCH	Maternal, Newborn and Child Health
NAC	National HIV/AIDS/STI/TB Council
NASF	National AIDS Strategic Framework
NGO	Non-governmental organization
NMCC	National Malaria Control Center
PMTCT	Preventing Mother to Child Transmission
PMU	Project management unit
SAF	Strategic activities fund
SHARe	Supporting the HIV/AIDs Response in Zambia
STEPS-OVC	Sustainability through Economic Strengthening, Prevention and Support for Orphans and Vulnerable Children, Youth and other Vulnerable Populations Program
STIs	Sexually Transmitted Infections
TB	Tuberculosis
USAID	United States Agency for International Development
WAD	World AIDS Day
ZHECT	Zambia Health Education and Communications Trust
ZISSP	Zambia Integrated Systems Strengthening Program

EXECUTIVE SUMMARY

In its second quarter of implementation, the Communications Support for Health (CSH) project made significant strides in building relationships with key government stakeholders and laying the foundations for the national health communications activities the project will support in 2011. CSH worked closely with the Ministry of Health (MOH), National HIV/STD/TB Council (NAC) and the National Malaria Control Center (NMCC), providing technical and financial support to their routine health communications activities.

CSH developed and presented its draft 2011 work plan to government counterparts for their input and to ensure compliance with the priorities of the GRZ.

CSH major activities for the quarter included: providing feedback on assessments that were done in the previous quarter, supporting routine campaigns in malaria, child health, nutrition and HIV/AIDS, and initiating IEC/BCC capacity building activities.

Assessments feedback: The project provided feedback to the MOH, NMCC, and NAC on capacity assessments findings that it conducted in the first quarter. CSH and government counterparts identified and agreed upon how the project can best support agencies in their health communications capacity building.

HIV and AIDS: The project initiated the development of the comprehensive HIV campaign by conducting a desk review of research on HIV drivers in Zambia and evaluations of past campaigns. In December, CSH provided technical input in the design and development of communications materials and products used by NAC for World AIDS Day, and financial assistance in reproducing these materials.

Malaria: CSH worked closely with the NMCC, providing technical input in the design and pretesting of communications messages and materials, to support the national ITN distribution program.

990 Talkline and Health Communication Resource Centre (HCRC): CSH finalized institutional capacity assessments of Afya Mzuri (HCRC) and the Comprehensive HIV/AIDS Management Program (CHAMP) 990 Talkline. CSH met with the organizations to provide feedback on the assessment findings and to develop draft action plans for working together in 2011.

Local IEC/BCC Capacity Strengthening: CSH continued discussions with government counterparts on the placement of behavior change communication (BCC) specialists from CSH at the MOH, NMCC, and NAC. In addition, CSH developed an action plan to strengthen the GRZ M&E systems.

Coordination: CSH held preliminary meetings with USAID partner projects to start discussions on consolidation of partner IEC/BCC activities

SECTION 1. PROJECT BACKGROUND

Through the MOH, the GRZ is committed to achieving Millennium Development Goals (MDG) targets, improving the quality of health care services, and providing greater and equitable access to health care for its people. To support these objectives, USAID provides technical assistance to the GRZ, targeting systems and interventions that impact provision of health services and mobilize communities to actively participate in the management of health programs.

Through this project, USAID supports the GRZ in strengthening national health communications activities. The aim of these communications activities is to increase and sustain local capacity and positive behavior change, resulting in reduced risky behaviors and increased demand for and use of health care services and products.

CSH operates primarily at the national level, providing technical assistance to the GRZ in developing, implementing, and evaluating health communications activities. In the context of the project “GRZ” refers to three primary agencies: the MOH, the NMCC, and the NAC. The project also works with and supports other USAID assistance programs in behavior change communication (BCC) to harmonize communication messages and promote efficiency. For sustainability, all activities are designed and implemented to transfer skills and build local capacity.

SECTION 2. PROJECT ACCOMPLISHMENTS

Summary of Key Achievements

CSH finalized assessments of the institutional capacities of key local stakeholders — the GRZ, CHAMP, and Afya Mzuri — that the project will support and work closely with in 2011. The project initiated these assessments in the previous quarter, evaluating national IEC/BCC campaigns, IEC/BCC approaches, GRZ messages and materials, and the organizational capacities of the GRZ, CHAMP, and Afya Mzuri. Through a series of mini-workshops and meetings, CSH provided feedback to these stakeholders on assessment results and helped them to develop individual action plans — to be used as working documents — for project support moving forward. CSH also developed a national IEC/BCC M&E strengthening action plan for GRZ and subsequently developed the project’s 2011 work plan based on activities outlined in these action plans.

The project has developed communications messages, materials, and products to support routine communications activities implemented by the GRZ; specifically, it supported the GRZ in the implementation of Child Health Week, World AIDS Day, and communications activities to support mass distribution of insecticide-treated nets (ITNs). CSH also conducted individual meetings with private sector umbrella organizations and USAID partners working with the private sector to understand the principles and modalities for Zambia in the development of future global development alliances (GDAs) and private sector engagement in public sector health communication activities.

Intermediate Result (IR) 1: National health communications campaigns strengthened Q2 Achievements

Sub-Intermediate Result 1.1: Integrated malaria and MNCH and nutrition campaigns expanded
CSH supported the GRZ to design messages and materials for routine health communications activities for malaria, child health and nutrition, and HIV prevention.

Malaria

In collaboration with NMCC, the project team conducted a workshop to review information, education and communication (IEC) materials and messages for the national ITN distribution program, and to develop new concepts and messages to support the mass ITN distribution planned for February 2011. Members of the malaria IEC/BCC technical working group attended the

workshop. CSH worked with NMCC officials to pre-test materials developed during the workshop in the Eastern, Northern and Southern provinces, using project-developed pre-testing guidelines.

Products developed:

- TV spot
- Radio spot
- 120,000 copies of posters and 100,000 copies flyers
- Guidelines for community health volunteers to promote ITN use

Child Health

CSH supported the MOH's Child Health Week activities by producing and airing TV and radio spots. The radio spots were translated into seven different languages.

Products developed:

- TV spot
- Radio spot

Nutrition

In collaboration with MOH and the Infant and Young Child Nutrition (IYCN) project, CSH reviewed scripts for a radio series to promote good infant and child nutrition.

Sub-Intermediate Result 1.2: Comprehensive HIV prevention campaigns expanded

Comprehensive HIV Campaign

As a preliminary step towards the design of the national comprehensive HIV campaign, CSH conducted a desk review of existing studies on key HIV drivers in Zambia, perceptions of multiple and concurrent sexual partnerships (MCP), and the past *One Love Kwasila* campaign. The project team presented its findings, which will inform the design of the follow-on campaign, to stakeholders.

Related Routine Communication Activities

World AIDS Day: CSH provided technical and financial support to NAC in preparation of World AIDS Day (WAD) celebrations by supporting the following activities: pretesting of TV spot messaging; designing, pretesting and printing posters for WAD with the message "*Access to Care and Support Is My Right*"; participating in the 2010 WAD commemorative activities in Chipata; and final review and printing of the NAC WAD newsletter special edition.

Products developed:

- 10,000 copies of NAC newsletter for WAD
- TV spot for World AIDS Day
- 5,000 posters

Male Circumcision: Apart from WAD activities, the project also provided technical input to the NAC IEC technical working group to conceptualize and design television spots to promote condom use among circumcised men. The TV spots were pre-tested and then aired on Zambia National Broadcasting Corporation and MUVI TV.

Product developed:

- TV spot to promote male circumcision

Plans for Next Quarter

Integrated Malaria, MNCH, and Nutrition Campaign:

- CSH will initiate all planning activities for the design and development of the integrated malaria, MNCH, and nutrition campaign to be launched in July 2011. These activities include: reviewing previous malaria, MNCH and nutrition campaigns, conducting formative research, and holding planning and design meetings with MOH and NMCC.

Related Activities:

- CSH will finalize the production of print and mass media materials and products that will support the ITN mass distribution program. CSH will also support monitoring and evaluation activities associated with these materials.
- In consultation with MOH and NMCC, CSH will develop a communication plan for activities associated with the World Malaria Day to be held in April 2011.
- In consultation with MOH and the Infant and Young Child Nutrition (IYCN) Project, CSH will finalize scripts for a 13-part radio series to improve infant and young child nutrition. CSH will translate the scripts, dub scripts for airing on countrywide stations, orient presenters on infant and child nutrition, and produce posters and brochures on radio program.

Comprehensive HIV Campaign:

- CSH will hold a workshop with the MOH, NAC, and other stakeholders to develop the communication strategy for the *Comprehensive HIV* campaign.

Safe Motherhood Campaign:

- CSH will initiate all planning activities for the design and development of the *Safe Motherhood campaign* that is anticipated to be launched in October 2011. These activities include: review of previous safe motherhood campaigns, conducting formative research, and holding planning and design meetings with MOH.

Intermediate Result (IR) 2: GRZ use of evidence-based health communications approaches increased: Q2 Achievements

Sub-Intermediate Result 2.1: Capacity of HCRC to manage information on IEC/BCC interventions improved

Following the institutional capacity assessments conducted in the first quarter, CSH held meetings with Afya Mzuri and CHAMP individually to provide feedback on the assessment findings. CSH worked with Afya Mzuri to develop a detailed draft action plan, based on the assessment findings, to expand the Dziwani health communications resource center (HCRC). CSH then worked with CHAMP to develop a detailed draft action plan for the expansion of the 990 HIV Talkline to include new consultative services on safe motherhood, nutrition, and family planning. Each of these action plans have been integrated in the CSH 2011 work plan.

Products:

- Action plan for expansion of 990 Talkline
- Action plan for expansion of Dziwani health communications resource center

Challenges

The MOH raised concerns about referring to Dziwani resource center as a national health communication resource center. Their argument is that because it is managed by an NGO, Afya Mzuri, Dziwani may not be considered the national health communication resource center.

Solution

It was agreed that Dziwani be referred to as the Dziwani Health Communication Resource and Learning Center.

Plans for Next Quarter

- CSH will engage Afya Mzuri in a grant agreement to expand the Dziwani HCRC. It is anticipated that the agreement will emphasize strengthening infrastructure, expanding the communications resources offered by the center beyond HIV, and building management capacity.
- CSH will engage CHAMP in a grant agreement to expand the 990 Talkline. It is anticipated that the agreement will emphasize strengthening the Talkline's IT and M&E infrastructure and expanding the consultative services offered to include safe motherhood, family planning and nutrition.
- CSH will initiate additional activities to support the expansion of Dziwani and the 990 Talkline. It is anticipated this will include, but not be limited to, subcontracts with an IT firm to strengthen each organizations' IT infrastructure and a marketing firm to market both the HCRC and the Talkline.

Intermediate Result (IR) 3: Local Capacity to Support Sustained Implementation of IEC/BCC Activities Strengthened: Q2 Achievements

Sub-Intermediate Result 3.1: Capacity of MOH and NMCC to manage IEC/BCC interventions improved

CSH continued discussions with the GRZ on the placement of IEC/BCC specialists at the MOH, NMCC, and NAC. Office space for the MOH, NMCC, and NAC BCC specialists was negotiated. It is expected that the CSH IEC/BCC specialists will move into office space at each of these agencies upon receipt of written approval from the MOH and NAC, which is impending.

CSH conducted a one-day meeting with the GRZ to provide feedback on the findings of the capacity assessments CSH conducted on and with the GRZ in the first quarter of the project. The project and the GRZ identified and agreed on areas CSH could support the GRZ in its internal efforts to build its capacity in health communications. At the request of the Public Health and Research Director at MOH, CSH held a similar workshop specifically for the Health Promotion Unit of the MOH.

Sub-Intermediate Result 3.2: Private sector participation in IEC/BCC programming and capacity building activities increased

CSH held individual meetings with CHAMP, Zambia Health Education and Communications Trust (ZHECT), the Zambia Business Coalition on AIDS, the Zambia Business Forum, and USAID partner projects to understand current private sector engagement in health interventions implemented by the public sector. CSH learned that the private sector is already engaged in public sector led HIV/AIDS, malaria and nutrition interventions. CHAMP is coordinating a Global Development Alliance (GDA) to address HIV/AIDS that involves 15 major private sector institutions. CHAMP is also coordinating a GDA with the Konkola Copper Mines that focuses on malaria prevention and control.

CSH facilitated a workshop between CHAMP and USAID partner projects that have plans to work with the private sector. The meeting explored modalities for engaging the private sector in GRZ health programs. CHAMP presented a private sector engagement model for consideration by USAID partner projects.

Sub-Intermediate Result 3.4: M&E framework for IEC/BCC interventions strengthened

CSH held a two-day workshop with the GRZ to review the national IEC/BCC M&E activities and indicators for health programs. Stakeholders presented their IEC/BCC M&E activities and systems from which an action plan to strengthen GRZ IEC/BCC M&E systems was developed.

Product:

- Action plan to strengthen GRZ IEC/BCC M&E systems

Plans for Next Quarter

- CSH will work with MOH to develop a consolidated health communications plan for the Health Promotion Unit. The action plan will incorporate all IEC/BCC activities in plans of various technical departments within the MOH.
- CSH will work with NAC to develop a national HIV communications plan aligned with the NASF.
- CSH will finalize terms of reference and selection criteria for the IEC/BCC Technical Working Groups.
- CSH will work with the GRZ to implement the action plan to strengthen the GRZ's IEC/BCC M&E systems. This will include facilitating planning workshops and providing subsequent technical assistance to carry out activities according to the plan.

Intermediate Result (IR) 4: Coordination of IEC/BCC activities between USAID projects increased: Q2 Achievements

Sub-Intermediate Result 4.1: IEC and BCC planning between USAID bilateral programs increased

CSH held a one-day meeting with USAID partner projects to share draft work plans on IEC/BCC activities for 2011. CSH also coordinated a joint program launch with ZISSP, STEPS OVC, COMPACT, and SHARE II.

Plans for Next Quarter

- CSH will develop an integrated action plan to coordinate with and plan CSH support of USAID partners' IEC/BCC activities in 2011.
- CSH will hold a quarterly coordination meeting with USAID partners to continually coordinate and share progress on IEC/BCC activities implemented by each partner.

SECTION 3. OPERATIONS AND ADMINISTRATION

In its second quarter, CSH completed project mobilization in administration, finance, and recruitment/personnel. All staff moved from the previous temporary office space to a fully functional, furnished and technology-ready permanent office space in Lungwe Bungu Road, Lusaka.

The home office field accounting specialist, Claude Kadisi, traveled to Lusaka to provide financial management and accounting training to Finance and Administration Director Edwin Silwamba (who

joined the team in mid-November), Finance and Administration Officer Monde Luhana, Strategic Activities Fund (SAF) Manager Phanuel Mandebvu, and Procurement/SAF Specialist Rhoda Mulila. Mr. Kadisi installed Chemonics' accounting software, ABACUS, on the F&A units' computers and provided training on software functionality and utilization. This software enables accounting records to be simultaneously utilized and viewed in Chemonics' home office, allowing the project management unit and F&A department to actively monitor the project's financial activity. Mr. Kadisi conducted a review of the project's F&A systems to ensure that internal controls such as project cash management were in place to ensure compliance with governing regulations and corporate policies.

CSH recruited, identified, and formally engaged candidates for open positions, notably the reproductive health/family planning specialist and the HIV/AIDS specialist. Also, the operations team is fully staffed, with Mr. Silwamba on board as the finance and administration director, and a full-time IT specialist and office manager hired to support the team. We are finalizing recruitment for the communications specialist and research and design officer positions. Several candidates have been identified and it is expected that these positions will be filled before the end of January 2011.

SECTION 4. ORGANIZATIONAL CHART

